

Data Product Owner | 2023 |

PROGRAM OVERVIEW

In this course, students will understand the importance of promoting in business roles the ability to generate, envision and propose Data Science projects through an on-demand or hybrid learning offering. At the end of this program, students will know the basic concepts of data science, the value stream of data in the enterprise and how to identify business opportunities through data products (from descriptive to predictive and prescriptive through artificial intelligence).

SYLLABUS DESCRIPTION



Data

Learn about the concepts and elements of predictive and prescriptive analytics, as well as the basics of Data Storytelling.

Product

Understand the use cases of Data Science, learn about solution design and validation (Data MVP's) and the full cycle of Design Thinking.



Business

Learn about the value stream of data in organizations, about Change Management, implementation and deployment of solutions, as well as agile methodologies.

SYLLABUS DETAILS

Part 1: Data

Students will learn the basic elements of data analytics and visualization.

- Concepts and elements of Analytics.
- Predictive and Prescriptive Analytics.
- Data visualization (Data Storytelling).

Part 2: Product

Students understand Data Science use cases, as well as solution validation models and Design Thinking.

- Understanding of Data Science use cases.
- Solution design and validation (Data MVPs).
- Design Thinking

Part 3: Business

Students will learn about how to apply Data Science use cases in the organization, as well as how to deploy these solutions.

- Value stream of data in organizations.
- Change Management
- Implementation and Deployment
- Agility

Part 4: Project

Students will develop a data use case proposal in which they will apply the different methodologies learned.

¡Thank you!

Mauricio Muñoz

General Manager at **MDH**

mauricio@mtydigitalhub.com

(+52) 81 1796 7084

Astrid Aouragh

Learn Solutions Analyst at **MDH**

astrid@mtydigitalhub.com

(+52) 55 1387 3318

Bld. Díaz Ordaz 333 Lote 2, Unidad San Pedro, **66215**
San Pedro Garza García, N.L.

For more information visit:
www.mtydigitalhub.com